



Branding & RE Services To Communicate Value Online

Virtual Promotions To Convert Visitors to Customers

Digital Marketing for the Real Estate Industry
Module 7

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Marketing/Prospecting to your Target Market and Audience

- Possible thru SEO, pay per clicks, or advertisements that draw people to your site.
- Once they are there it is your job and responsibility to deliver your Unique Selling Proposition (USP)



Prospecting via Online Advertising

- SEO
 - PPC or CPM, or combination
- Banner ads
- Digital video
- Rich media and social media advertising
 - Facebook, LinkedIn, Google Adwords
- E-mail marketing



Determining USP

- What is the obvious void in the marketplace that your product or service fills?
- What makes your business stand out as distinct and appealing that sets your business apart from the rest?



USP in RE Advertising Slogans

- Write copy/slogans as if you're writing a client recommending you
- What would your client say? What would they say to friend if they're recommending you to do business with them?



Sample Slogans

- "I SELL CONDOS."
- **"Let's Make Home Happen."**
- **"Remax: Outstanding Agents. Outstanding Results."**
- **"Century 21 Real Estate LLC: Faster, bolder, smarter."**
- *"Christie's Real Estate: Exceptional Luxury Properties & Homes Worldwide."*
- **REAL ESTATE BROKERS KEEP THE TRUST**



Examples of RE Sites



www.christiesrealestate.com/

Apps BookmarksBar BookmarksMenu Home Renovations & Elearning resources Ateneo PAREB Real E Seton School Program MyHomeMavenSites Pinterest

CHRISTIE'S
INTERNATIONAL REAL ESTATE

Log in - Sign Up | English

PROPERTIES | AFFILIATES | LIFESTYLE | SELLING | NEWS

Luxury Real Estate Specialists Worldwide

QUICK SEARCH Enter location, postal code, or Web ID



LODGE ISLAND

Winchester, Wisconsin | Price U

Property Finder

Find exactly what you are looking for.

Search Site



Newsletter Sign-up



Properties

Choose with confidence. Our property selections meet the full range of criteria and needs, a product range spoken of in superlatives.

[ABOUT US](#)[EVENTS, PROMOTIONS & UPDATES](#)[PHILIPPINE NEWS & LIFESTYLE](#)[CUSTOMER SERVICE](#)[RESERVE ONLINE](#)[MY ACCOUNT](#)[INTERNATIONAL](#)[CONTACT US](#)[TERMS OF USE](#)

Homes built to last,
spaces that go beyond
the ordinary



RESERVE A PROPERTY



A quick and easy way to reserve your chosen property.

LEARN MORE →

RESIDENCES

HOME BUYING GUIDE

An easy step-by-step guide for buyers to purchase their dream home.

LEARN MORE →



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HOME ABOUT US OUR PROPERTIES UPDATES BUYERS' GUIDE SELLERS' GUIDE PROMOS CAREERS DOWNLOADS

Search...

GO

Location

Type

Bedrooms

Floor Area

Lot Area

Price

HOME FINDER →

Congratulations!
Mr. Marlon Mariano
PRO • FRIENDS *ka rin ba?* **GRAND WINNER!**

Featured Properties

Buyers' Guide

Sellers' Guide

SEE OUR PROPERTIES

SAMPLE COMPUTATION

QUICK POLL

Bellefort  Estates



Bellefort Estates



Carmona Estates



Lancaster New City





Working together to create value for real estate owners, investors and users.

How can we help you?



JLL \$94.75 ▲ +1.11
04:02 PM 13 NOV 2013

What's new at Jones Lang LaSalle

Video



Southeast Asia Property Review - MarketPulse Q2 2013 by Dr Chua Yang Liang

Connect with us



Property search

PROPERTY TYPE

LOCATION

More

Search

Careers

Become part of a winning team. Search for employment opportunities at Jones Lang LaSalle.

Search

Recent research

- Asia Pacific Property Digest - 3Q 2013
- Asia Pacific Hotel Investment Highlights
- Asia Pacific Property Digest



Sole global outsourcing provider

HSBC assigns Jones Lang LaSalle largest outsourcing contract for real estate facility management services.

Real residential prices - is now the time to buy?

The Private Investor Insights to real estate wealth

Real residential prices - is now the time to buy?

Looking at house price appreciation across



Global Corporate Real Estate

NEWS

Jones Lang LaSalle reports second quarter 2013 revenue increase

JLL reported adjusted earnings per share of \$1.15 for the second quarter of 2013, up from \$1.13 in the prior year.



148



12 Nov 2013

SGXNET: Keppel Land
Investor Meetings
Presentation November/
December 2013

05 Nov 2013

SGXNET: Loan Facility

Keppel Land Limited is the property arm of the Keppel Group, one of Singapore's largest multi-national groups with key businesses in offshore and marine, infrastructure, as well as property.

One of Asia's premier property companies, Keppel Land is recognised for its sterling portfolio of award-winning residential developments and investment-grade commercial properties as well as high standards of corporate governance and transparency.

Corals at Keppel Bay

Date: 11-15-2013
Time: 5:05:00 PM
Share Price: S\$3.640
Change: S\$0.040
Total Vol: 1,409,000

(S\$m)	YTD Sep13	YTD Sep12
Turnover	265.2	165.0



Build Credibility and Trust

- In the real world, build trust via connecting in multiple ways, and providing ways to engage customers in ways they are comfy with
- Online: Trust and credibility impressions affected by elements in your design and the development of your website



Build Credibility & Trust

Viewer is unconsciously judging your credibility in your site by checking for consistency in the following:

- Look and feel of a legitimate company
- Site reliability
- Fast download speed, no broken images, or updated links
- Clean, uncluttered design, good navigation



Build Credibility & Trust

- Good content, good writing
 - Content: Fresh listings, industry or area updates, RESP opinions
 - Language is accessible—HS or grade-school level language
 - Well thought of content with unity with the topic theme
 - Well-edited, error-free writing
- Images that enhance content
- Easy-to-find company & privacy policies
- Easy-to-find Customer support links or info—multiple ways to interact



Elements of a Credible Site

Contact us form



Home About Us Map Travel Guide How to Book

- ROME
The Historical Capital of Europe
- FLORENCE
Art emotions and history
- VENICE
Magic atmosphere in the unique city
- PARIS
The most beautiful romantic escape

APARTMENTS AVAILABILITY

City:

Arrival:

Departure:

People:

REQUEST



Rome Apartments

We can boast a wide range of Rome apartments in central areas and near the main attractions in Rome like Colosseum, Spanish steps, Piazza Navona and Campo de' Fiori. All the Rome accommodations are beautiful, well-located and also available with last minute offers. To select Rome apartments including accommodation for your vacation or holiday, chose one of the options and fill the request form.

Area:
Trastevere - Navona - Spagna - Campo de Fiori - Fontana di Trevi - Vatican - Colosseo

[See all Apartments in Rome >>](#)

Contact Us

Contact Us directly:

Under the Roman Sun
By Magarealestate
Via di villa spada 10
00138 Roma - (ROME)
P.Iva - 09849681003
Phone +39 06 98935632
Fax +39 06 91712681

Contact Form:

1) Personal info

* Name:

* Surname:

Phone Nr:

City:

Country:

* E-mail:

* Request:

* Compulsory fields



Elements of a Credible Site

apartments. Our Rome apartment rentals are comparable in price to Rome hotels, but offer significantly more value and comfort.

Our priority is customer service and focus on each guest's individual requirements and special requests in order to make their Rome vacation a pleasant one. Each rental apartment has been hand-picked for their central location and unique, comfortable and tasteful decor, you'll be pleasantly surprised. [Read More >>](#)

- >>> [About Under the Roman Sun](#)
- >>> [How to book with us](#)
- >>> [Terms and Conditions](#)



Florence Apartments

Thanks to our apartments rentals in Florence you will easily enjoy the main attractions of this amazing Italian city. The Florence accommodation for rental are all nearby Santa Maria del Fiore or Giotto Campanile tower and much more. We offer you many short and long term Florence rentals apartments that can be selected and booked by filling our request form.

[See all Apartments in Venice >>](#)

[See all Apartments in Florence >>](#)



Paris Apartments

For your vacation apartments in Paris we selected some of the most amazing central Paris apartment rentals, near by the major attractions of the city. Paris is one of the most beautiful cities of the world, and thanks to our holiday rental apartment you will easily reach the main sites of the city: The Tour Eiffel, the Avenue des Champs-Elysees, The Louvre Museum and the Latin Quarter. We offer you many short and long term Paris rentals apartments that can be selected and booked by filling our request Form.

[See all Apartments in Paris >>](#)

Contacts

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Phone +39 06 89670572
Mobile +39 339.8333832
Fax +39.06.9275.7189

Why Choosing Us

- ✓ Best Apartments in Rome
- ✓ Quality and a reasonable price
- ✓ Professional Team
- ✓ Apartments in the historical centre

Terms and Conditions

- ✓ Terms and Conditions
- ✓ How to Book
- ✓ F.A.Q.
- ✓ Payments

About Us

- ✓ Meet Our Team
- ✓ Travel Guide Rome
- ✓ Client Feedbacks
- ✓ Contacts



Rome Apartments | Venice Apartments | Florence Apartments | Paris Apartments



Assist and Woo the Buyer

- When you look at your current site are you helping your visitors to identify and find the best solution for that problem?
- Are you guiding them to find what they need to solve the problem that they have?
- Does your brand or slogan summarize your intention to help that particular profile of visitor?



Home Valet:
Serve The Product/Service
That Meets Their Needs



Customer engagement thru ratings

Search Box to Aid Pre-Qualification

Departure:

People:

REQUEST

Filter by Location:

All Locations

- Piazza di Spagna
- Trastevere
- Fontana di Trevi
- Campo de Fiori
- Piazza Navona
- Colosseo
- San Pietro
- Pantheon
- San Lorenzo

Filter by Facilities:



...jerry, decorated in an original way that respects ancient roman architecture mixed up with a modern urban style.

Pax: 5 People
Location: Trastevere

per night

DETAILS



Rose House ★★★★★

This Rome apartment, located in the heart of Trastevere, is one of most comfortable holiday apartments in Rome that we have.

Pax: 5 People
Location: Trastevere

SPECIAL OFFER

from
140€
per night

DETAILS



Colonne House ★★★★★

This cosy and elegant Rome accommodation for rental is in the heart of the eternal city and can give hospitality up to 6 people.

Pax: 5 People
Location: Trastevere

SPECIAL OFFER

from
140€
per night

DETAILS



Sunflower ★★★★★

This lovely Rome accommodation is located at the ground floor of an ancient

SPECIAL OFFER

from
100€

What are you looking for?

Project Type

Location

Price Range



Search site

Enter Keywords



HOME

PROJECTS

WHAT'S NEW

COMPARE HOMES

CONTACT US

ABOUT US

BUYER'S GUIDE

SELLERS

HOMEOWNERS

CAREERS

CONTACT CUSTOMER CARE

Compare Homes

Comparative Tool

Which DMCI Home is right for you? Add two or more projects from the list below to compare.

Select from the list to compare

FILTER BY:

Project Type

Location

Price Range



Alta Vista de Boracay

Leisure Residences

0K - 0K

Aklan

ADD TO COMPARE EXPLORE



Arista Place

Mid Rise Condominiums

2.7M - 3.9M

Parañaque City

ADD TO COMPARE EXPLORE



Flair Towers

High Rise Condominiums

2M - 5.7M

Mandaluyong City

ADD TO COMPARE EXPLORE



Your site as personal shopper

A live virtual assistant that anticipates visitor needs

Makes the solutions for those needs easily accessible